I claim:

1.   A method of presenting a digital video work that can customize the content presented to a particular viewer based upon the viewer's preferences , the method comprising the steps of :

    (a) providing a plurality of potentially viewable digital video scenes to deliver to a viewer in modules containing one or more sequences of such scenes;

    (b) determining probable personal preferences of categories of viewers;

    (c) producing some of such scenes as alternative scenes having content that is associated to such personal preferences;

    (d) providing a means for learning information about a particular viewer in order to characterize the viewer as having a personal preference;

    (e) structuring the work such that at least one module contains a scene sequence in which an alternative scene can be interspersed with other scenes in response to information learned or inferred about a particular viewer; and

    (f) in response to information learned about a particular viewer, delivering to the viewer a scene sequence containing an alternative scene that is associated to the personal preference the viewer is characterized to have.

2.   A method as in claim 1, wherein the work is used for marketing goods or services to potential purchasers, the plurality of potentially viewable digital scenes conveying information about a include containing potentially viewable scenes about such goods or services ; and the personal preferences are preferences for the use of such goods or services.

3. A method for structuring scene sequences for an interactive digital video work, the method comprising the steps of

    (a) providing a plurality of potentially viewable scenes to deliver to a viewer in a plurality of modules, each module containing potentially viewable scenes;

    (b) in at least one of the modules, presenting to the viewer alternative decisions that will determine an order in which at a subsequent module will be presented;

    (c) enabling the viewer to make one of the alternative decisions;

    (d) in each module that can be presented in a different order, providing neutral scenes in which the content is not dependant upon the order in which the module is viewed, and providing sets of alternative scenes in which the content is dependant upon the order in which the module is viewed;

    (e) prompting the viewer to make one of the alternative decisions that will determine the order of a subsequent module;

    (f) presenting to the viewer neutral scenes interspersed with alternative scenes that are appropriate to the relative order in which the subsequent module is presented.

4. A method as in claim 3, wherein the work is used for marketing goods or services to potential purchasers, the plurality of potentially viewable digital scenes conveying information about a include containing potentially viewable scenes about such goods or services; and the step of presenting to the viewer neutral scenes interspersed with alternative scenes that are appropriate to the relative order in which the module is presented includes presenting alternate scenes to

avoid repeating information already conveyed to the viewer in previous scenes.